



The Coffee Chain Challenge is designed to reproduce the pressure of what happens in great espresso bars around the world. Under time pressure, baristas must co-operate as a team.

The three things which matter to espresso coffee customers around the world are:

1. **Great Taste**
2. **Great Artistry**
3. **Great Speed**

The Coffee Chain Challenge is a race! It is a race against time and your competitor. At the same time, the baristas must continually juggle whether it is better to gain or lose artistic points, in order to gain or lose bonus speed points. If you cut corners you lose points. It is exactly the same in a real espresso bar, except you lose customers!

TEAM RACE

- Three Baristas per team

MINIMUM NUMBER OF TEAMS

- Two teams race each time, simultaneously using two separate machines.

OBJECT

- It is a RACE to serve the maximum number of drinks as quickly as possible with as much art and espresso taste as possible.

DRINKS

- 10 x Piccolo Latte's*
- 10 x Regular Caffè Latte's*
- 10 x Designer Lattes**

* Piccolo and Regular Caffè Lattes must contain coffee and milk only.

**Designer Lattes must contain a Da Vinci syrup of any flavour and may contain any other ingredients of the barista's choice in addition to coffee and milk except for a non-Da Vinci syrup flavour.

BARISTAS

- Two baristas operate behind machines angled on stage so the audience can see as much as possible; one barista makes the coffee shots, the second barista steams the milk and includes ingredients for the drinks.
- The third team member can put cups out for team-mates, put finishing touches to coffee art and runs the coffees from their respective machine to the artistry judging table. This can be done on a tray. This barista can also help the other baristas with ingredients etc.
- Baristas may organize themselves to do any tasks they see fit behind the machine in order to best serve their drinks as quickly as possible and so they taste as good and look as good as possible.

CUPS

- Exact number of take-out cups will be supplied ie 10 x small (4oz) and 20 large (8oz). If a cup is dropped or spilled it can be replaced during competition time; it is possible to get replacement cups from a back-up table.
- Only the cups served to the judges table will be judged.

JUDGING

- Each and every drink is evaluated for its artistic score.
- Only one random sample drink from each of the three categories is tasted and evaluated for the taste point-score.
- Judges taste the single sample using spoons the same as in a cupping competition.

DEFECTS

- One sample drink from each category is measured at the artistry judging table with a thermometer for minimum 60° Celsius (See SCORING PENALTIES Below)
- All cups must be full to the brim. (See SCORING PENALTIES Below)
- This ensures baristas do not cut corners to try and gain extra speed

SCORING

- Scoring is weighted evenly between taste and art.
- There is no technical scoring. The judging is from the eyes of a customer who does not care what is going on behind the machine but who does care about taste, artistry and speed!

BONUS SPEED POINTS

- Finishing all coffees under 15 minutes gains 1 extra point per 10 second interval
- Finishing all coffees over 15 minutes attracts 1 penalty point per 10 second interval
- Finishing is when the last drink is served i.e. placed on the presentation table.

SCORING PENALTIES

- Drink not hot enough = (- 10)
- Drink not full to brim = (-10)

TIMING OF COMPETITION & MACHINERY

- Teams will have 5 Minutes to get their work space ready to best suit their coffee delivery.
- Competition will begin once the MC says go.
- It is possible as long as it is within this time-frame to change frothing tips and filter baskets if so desired. No extra time will be allowed for these adjustments and due to time constraints no other adjustments are allowed.
- Coffee machines will be provided on stage
- Grinders will be provided and must be used – own grinders not permitted.

SPONSORSHIP

- Individuals can get their own sponsors eg any coffee company, or any other company willing to support them.
- Competitors are freely allowed to display their sponsors on clothing, tools etc for their individual performance. This is the biggest single difference to existing competitions where competitors aren't able to display their respective sponsors.
- Competition Sponsors' products must be used ie. If using syrups then Da Vinci Syrups only. Pura/Dairy Farmers milk only. Further sponsors to be advised.
- Competitors can use their own choice of coffee for Piccolo Lattes and Caffè Lattes.

Additional points:

1. The dimensions of the work table will be the similar to other world competition formats- except the competitors deliver the drinks to a presentation table equi-distant from their respective machine benches and place the drinks on a tray on that table. From there a runner (Café Biz staff) will take it to the judges table to the side and down near the front barrier where the drinks will be judged and then handed to the audience who can line up at the side of the stage area.

2. Trays – competitors should bring their own trays and drinks must be transferred (placed) onto the trays provided on the presentation table.

3. Milk is supplied by the sponsor Pura/Dairy Farmers as full cream; only Pura/Dairy Farmers milk is allowed to be used.

4. There are no restrictions on number of shots per drink; it will slow competitors down though if they do more shots per drink, but theoretically it will taste better. Again this is exactly the same dilemma faced in a real cafe - it's up to the barista to decide.

5. Milk temperature is not a range just a minimum: 60°Celsius. This is purely to stop people trying to gain extra speed bonus points by under-heating the milk. (Again it is the same in a real cafe!)

6. Judging sheets incorporate equal weighting for

a) Taste and

b) Artistic Presentation i.e. the appearance of the drinks themselves.

and the thing that will make the real difference is:

c) Speed

d) The nominal time is 15 minutes for teams. For every 10 second interval (or part thereof) under the nominal time, there is 1 bonus point and for every 10 second interval over the nominal time there is 1 penalty point.

e) There is no 'technical scoring' as such for how the barista is or isn't dressed or anything to do with how they operate their equipment or work-space etc. It is judged in the same way a customer judges: the only technical scoring being the 10 point penalties for not filling a cup to the brim or not heating the milk to minimum 60°C.

f) Example judging sheets below; Sample taste is multiplied by a factor of 5 to equal artistry maximum

ARTISTRY

Drink Type	Drink No.	No Art	Average	Good	Excellent
Piccolo Latte	1	0	1	2	5

TASTE

SAMPLE	Ordinary	Good	Very Good	Excellent
Piccolo Latte	5	6	7	10

7. The barista can pull shots as quickly as they like and in the team events of course someone will simultaneously be delivering to the "Presentation Table" (not the judges' table) while someone else is pulling shots and the other team member is steaming milk. (Again just like in a real cafe!)

8. Competitors must use the sponsors cups provided. The exact number of cups will be stacked on the machine prior to the start of the race in the same way for all competitors. Competitors are not allowed to re-arrange the cups until after the race begins. Extra cups can be taken from the back-up stock on the "show table".

9. Milk is not allowed to be poured into jugs before the race has started.

10. There is no need to set up the "show-table"; it will be the same for all competitors.

11. Teams do not need to "rotate" – in other words each team can organize their team members in any way they see fit to maximize the delivery of the best tasting, most artistic coffees as quickly as possible.

12. Drinks can be served to the presentation table as soon as they are made, but must be served in the competition order. All ten Piccolo Lattes must be served first followed by all ten Cafe Lattes and then all ten Designer Lattes.

13. Baristas can serve drinks as they are prepared; in other words within each category they can be served 1 at a time or in batches until all 10 are served; they don't have to be served all 10 at one time.

14. The other baristas are free to decorate the drinks at any time and steam extra milk; there are no restrictions on who does what role behind the machine

15. Competition time begins when the MC says go and finishes when the last Designer Latte is transferred to the judges' tray which will be already placed on the presentation table.

16. There will be two competition machines and table-stations being used simultaneously. One for each respective team.

17. There is a five minute set up and five minute clean-up time.

18. Music will be provided by the event organizers only – no other music can be used.

19. The competitors must use the Sponsor's ingredient (Da Vinci syrup) for the 'Designer Lattes' and may use any other ingredient of their choice except a competing company's syrup flavour. Competitors must also use Sponsor's milk (Pura/Dairy Farmers), cups and grinders

20. Definition of beverages:

a) Piccolo Latte

- Espresso base with foamed milk only – no other additives.
- Served in 4oz take-out cup
- Free pour or etching is permitted. Judges will evaluate overall artistic quality of the presented pattern.

b) Caffe Latte

- Espresso base with foamed milk only – no additives
- Served in 8oz take-out cups
- Free pour or etching is permitted. Judges will evaluate overall artistic quality of the presented pattern.

c) Designer Latte

- Espresso base with foamed milk
- Served in 8oz take-out cups
- Free pour or etching permitted. Judges will evaluate overall artistic quality of the presented pattern.

21. During the set-up or competition time if there is a perceived problem the barista should report to the head judge immediately and the head judge will decide whether to continue, while allowing for the time loss or whether to re-schedule the competitor in another time-slot.

22. The decision of the head judge and competition judges is final. No correspondence will be entered into.

23. The Head Judge will allocate and direct competitors to their respective storage areas and preparation areas. Only authorized personnel will be permitted into the stage area.